

## Message Text

UNCLASSIFIED

PAGE 01 COPENH 00314 180852Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

TRSE-00 /027 W

-----180855Z 076280 /14

R 180825Z JAN 77

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 3845

INFO AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBASSY STOCKHOLM

UNCLAS COPENHAGEN 0314

FROM THE AMBASSADOR TO ASSISTANT SECRETARY OF COMMERCE  
MATHEWS

EO 11652: N/A

TAGS: BEXP, DA

SUBJ: STOCKHOLM T.C./TRADE PROMOTION IMPACT

REF: (A) STATE 002616; (B) 76 COPENHAGEN 3492, A-32

1. THANK YOU FOR YOUR THOUGHTFUL RESPONSE TO OUR MESSAGES  
(REF B) ON THE STC. I AM PLEASED TO HAVE YOUR FAVORABLE  
REACTION TO OUR IDEA OF HAVING OFFSITE SHOWS AT THE BELLA  
CENTER. MY STAFF AND I WELCOME THE OPPORTUNITY TO WORK  
WITH THE STC AND/OR THE NEW INTERNATIONAL MARKETING CENTER  
IN COLOGNE IN ORGANIZING SUCH SHOWS.

2. I WISH TO URGE, HOWEVER, THAT YOU GIVE FURTHER CON-  
SIDERATION TO OUR PROPOSAL THAT THERE BE AT LEAST THREE  
SUCH SHOWS RATHER THAN JUST ONE AS MENTIONED IN PARA 4  
OF REFTEL A. YOUR COMMENT IN PARA 2 TO THE EFFECT THAT  
THE FEW VISITS OF DANES TO THE STC HAVE RESULTED IN AN  
UNUSUALLY HIGH NUMBER OF SALES AND TRADE LEADS SUGGESTS  
THAT THERE IS A GREAT UNTAPPED POTENTIAL IN DENMARK.  
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I DO NOT BELIEVE THAT THIS POTENTIAL CAN BE REALIZED  
UNLESS DIRECT APPROACHES TO DANISH BUSINESSMEN ARE  
MADE IN A FORUM MORE ACCESSIBLE THAN THE STC. OFF-  
SITE SHOWS AT THE BELLA CENTER WOULD PROVIDE SUCH A  
FORUM. THERE CAN BE NO DOUBT THAT THE IMPACT OF TRADE  
SHOW DOLLAR EXPENDITURE FOR DENMARK CAN BE MAXIMIZED  
ONLY THROUGH PARTICIPATION IN TRADE SHOWS HERE.

4. WE EXPECT TO HAVE AVAILABLE EXHIBITOR/VISITOR  
DATA ON CY-78 AND CY-79 SHOWS IN APPROXIMATELY ONE  
WEEK, WHEN WE WILL BE ABLE TO FORWARD OUR RANKING  
AND RECOMMENDATIONS ON U.S. PARTICIPATION. I HOPE  
THIS WILL MARK THE BEGINNING OF A NEW STC/EMBASSY  
COPENHAGEN COOPERATIVE EFFORT WHICH WILL HAVE DIRECT AND  
SUBSTANTIAL IMPACT ON U.S. EXPORTS TO DENMARK.  
DEAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 18-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Number:** 1977COPENH00314  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770018-0111  
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**Original Previous Classification:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 2616, 76 COPENHAGEN 3492  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
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**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 3575344  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** STOCKHOLM T.C./TRADE PROMOTION IMPACT  
**TAGS:** BEXP, DA  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odhc://SAS/SAS.dbo.SAS\_Docs/208247d5-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
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